

'Old Civility'
Transformed.

BY

THE HUDSON'S BAY CO.

*He toils not, neither does he spin; yet
Solomon Isaacs in all the glory of his "three
ball" shop, would not accept in pawn such
clothes as these.*

HUDSON'S BAY STORES,
180 TO 184 MAIN ST., WINNIPEG.

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Lo, the poor "jay!" whose untutored mind misleads him into buying an old-time "hand-me-down" like this.

Its day is past, for he now can purchase a well-made, perfect-fitting suit of clothes—in fact, can blossom into a "Leader" for the modest sum of Ten Dollars and a half.

HUDSON'S BAY STORES,

180 TO 184 MAIN ST., WINNIPEG.

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*Hark to the winds, that whistle through
"his whiskers."*

See you not here a miracle of dress?

The deformed transformed!

*'Tis "Old Civility" tricked out in Chappie
style, and preaching to mankind the moral
influence of soap and dress.*

*Mark you! his clothing fits him like a
blister. The price of so much loveliness you
ask? \$10.50.*

HUDSON'S BAY STORES,
180 TO 184 MAIN ST., WINNIPEG.

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*The easy confidence of a well dressed man.
A tourist, surfeited with triumphs o'er Chicago
dudes. He longs, like Alexander of old, for
more worlds to conquer.*

*The measure of respectability you witness
here, conveyed to such a veteran as our friend
"Civility," was part and parcel of a "Leader
Suit"—the kind we sell at \$10.50 each.*

HUDSON'S BAY STORES,
180 TO 184 MAIN ST., WINNIPEG.

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The bump of self-esteem developed high.

The smiling countenance betrays the secret of the mind.

'Tis admiration, friend, of a most interesting object!

The clothing does not make the man; but, it helps to make his good opinion of his worthy self. The thought reflected from the stranger's eye, gives confidence and power.

The world doth often judge us by our clothes, and he is poor indeed who can't afford to be well-judged, by wearing one of those well-made, pure wool Tweeds or Serges, which have acquired name and fame as "Our Leader Suits," sold at the little price of \$10.50—worth easily the sum of \$15.00 and equal in effect to made-to-order suits which cost you dollars twenty-two.

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